

# Iconic Influencer Award London

## Individual Excellence Award

### Iconic Environmental Activist Influencer

#### OVERVIEW

The Iconic Environmental Activist Influencer award recognizes individuals who use their platforms to advocate for environmental awareness, sustainable living, and climate action. These influencers inspire change through education, campaigns, and personal practices, encouraging their followers to adopt eco-friendly habits. They address pressing environmental issues like climate change, conservation, plastic pollution, and renewable energy, creating impactful content that fosters a collective sense of responsibility. By leveraging their influence, they amplify voices in the environmental community and mobilize global action to protect the planet.

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#### ELIGIBILITY

- **Sustainability-Focused Content:** Must actively create and share content on topics such as sustainability, environmental protection, conservation, or climate change.
- **Platform Presence:** Should have a ..

#### QUALITATIVE CRITERIA

- **Authenticity:** The influencer’s dedication to environmental causes is evident through their consistent and honest advocacy efforts.
- **Inspiring Change:** Demonstrates the ability to inspire followers to adopt eco-friendly practices and participate in environmental movements.
- **Educational..**

#### JUDGING CRITERIA

- **Impact of Advocacy:** Demonstrates measurable impact through campaigns, mobilizing followers to take tangible environmental actions.
- **Content Quality and Creativity:** Offers engaging and visually compelling content that educates, inspires, and drives action.
- **Authenticity and Integrity:** Maintains genuine commitment to environmental causes, reflected in both content and personal lifestyle choices.
- **Community Engagement:** Actively engages with followers through discussions, Q&A sessions, or collaborations on environmental topics.
- **Collaboration with Organizations:** Works with reputable environmental organizations, charities, or activists to amplify their message.
- **Relevance and Timeliness:** Addresses current and urgent environmental issues, ..

#### METRICS

Metrics Criteria	Current Year	Previous Year
1. <b>Followers/Subscribers Count:</b> Demonstrates a broad and engaged audience passionate about sustainability and the environment. 2. <b>Engagement Rate:</b> High ..		



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